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from the terminating mobile station or in the absence of the request from the terminating mobile station, posting the special content message on an internet web page accessible according to the textual part of the short message.

3. Method for use in a mobile communications system including an application service center for providing a special content message provided by an originating mobile station of the system to a terminating mobile station of the system, said method comprising the steps of:

the center receiving the special content message from the originating mobile station with a request to send the special content message to the terminating mobile station and providing a short message to the terminating mobile station with a part of the short message indicating that a special application is required in the terminating mobile station to fully process the special content message and with a textual part of the short message for use by the terminating mobile station in the event that the special application is not supported by the terminating mobile station;

the terminating mobile station receiving the short message;

the terminating mobile station determining whether the short message indicates that a special application is required in the terminating mobile station and, if not, processing the short message as a short message and, if so, determining whether the special application is supported in the terminating mobile station and, if not, processing the short message as a short message and, if so, sending a request to the application service center to provide the special content message;

the center receiving the request from the terminating mobile station that the special content message be sent; the center sending the special content message to the terminating mobile station;

the terminating mobile station receiving the special content message from the application service center; and the terminating mobile station providing the special content message to the user according to the special application.

4. Mobile station for use in a mobile communications system for receiving a service from an application service center, comprising:

means for receiving a short message;

means for determining whether the short message indicates that a special application is required in the mobile station and, if not, processing the short message as a short message and, if so, determining whether the special application is supported in the mobile station and, if not, processing the short message as a short message and, if so, requesting that the application service center provide a special content message for processing in the mobile station according to the special application;

means for receiving the special content message from the application service center; and

means for providing the special content message to a user of the mobile station according to the special application.

5. Application service center for use in providing a special content message requested or provided by an originating mobile station in a mobile communications system to a terminating mobile station in the system, comprising:

means for receiving the special content message from the originating mobile station with a request to send the special content message to the terminating mobile station;

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means for providing a short message to the terminating mobile station with a part of the short message indicating that a special application is required in the terminating mobile station to fully process the special content message and with a textual part of the short message for use by the terminating mobile station in the event that the special application is not supported by the terminating mobile station;

means for posting said special content message to a web page accessible according to said short message in said event;

means for receiving a request from the terminating mobile station that the special content message be sent, if the special application is supported in the terminating mobile station; and

means for sending the special content message to the terminating mobile station.

6. Mobile communications system, comprising:

an originating mobile station for providing a special content message with a destination address;

a terminating mobile station with the destination address provided by the originating mobile station for receiving the special content message;

an application service center for receiving the special content message from the originating mobile station with a request to send the special content message to the terminating mobile station, the center for providing a short message to the terminating mobile station with a part of the short message indicating that a special application is required in the terminating mobile station to fully process the special content message and with a textual part of the short message for use by the terminating mobile station in the event that the special application is not supported by the terminating mobile station and including means for posting said special content message to a web page accessible according to said short message in said event;

wherein the terminating mobile station includes means for receiving the short message, means for determining whether the short message indicates that a special application is required in the terminating mobile station and, if not, processing the short message as a short message and, if so, determining whether the special application is supported in the terminating mobile station and, if not, processing the short message as a normal short message and, if so, sending a request to the application service center to provide a service usable according to the special application;

the center having means for receiving the request from the terminating mobile station that the special content message be sent, as well as means for sending the special content message to the terminating mobile station;

wherein the terminating mobile station has means for receiving the special content message from the application service center, as well as means for providing the special content message to a user of the terminating mobile station according to the special application.

7. The method of claim 1, wherein the short message is a Short Message Service (SMS) message employing bandwidth of signaling channels for transmitting short text messages substantially similar to paging messages.

8. The method of claim 1, wherein the short message is processed by the mobile station as a normal short message only if the short message is a normal short message or if the short message is indicative of an application that the mobile station determines is not supported by the mobile station.

9. The method of claim 8, wherein if the short message is indicative of an application, then the short message indicates